

ABSTRACT

A method and system for guiding consumers through a sophisticated evaluation process for selecting a product that satisfies desired aesthetic and physical objectives. An embodiment of the method and system enables a consumer from his/her home to select a fabric by systematically and efficiently evaluating a multitude of colors, as well as, other criteria, such as, design and material construction. From a virtual showroom of swatches, the system presents the consumer an image of the swatches that best satisfy the selected criteria.